

Message Text

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PAGE 01 SOFIA 00396 250916Z

65

ACTION EUR-12

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FM AMEMBASSY SOFIA

TO USDOC WASHDC

INFO SECSTATE WASHDC 853

AMEMBASSY VIENNA

UNCLAS SOFIA 0396

USDOC FOR BEWT/MONROE
VIENNA FOR EWTDO

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: PLOVDIV 76: RECRUITMENT FACT SHEET

1. EMBASSY HAS RECEIVED COPY OF USDOC FACT SHEET FOR PLOVDIV RECRUITMENT AND FINDS IT COMPREHENSIVE AND WELL-DONE. ONE OMISSION, HOWEVER: NO MENTION IS MADE OF PLOVDIV'S IMPORTANCE AS REGIONAL MARKETING CENTEVTFOR CONTACTS WITH REPRESENTATIVES FROM OTHER EE COUNTRIES. IN 1975 THANKS IN PART TO PRE-FAIR PROMOTIONAL CALLS EXHIBITORS REPORTED SIGNIFICANT CONTACTS WITH BUSINESS REPRESENTATIVES FROM USSR, HUNGARY, CZECHOSLOVAKIA, POLAND, AND ROMANIA. IT MAY PROVE USEFUL IN RECRUITING FOR PLOVDIV TO RAISE THIS POINT AS APPROPRIATE.

2. ONE OTHER PROBLEM: PARA 6 ON PAGE 11 STRONGLY ADVISES BUSINESSMEN OBTAIN HOTEL RESERVATIONS THROUGH TRAVEL AGENTS, SOMETHING WE DOUBT IS WISE OR POSSIBLE FOR FAIR TIME. U.S. BUSINESSMEN SHOULD BE ADVISED THAT LAST YEAR THOSE WHO TRIED MAKING RESERVATIONS INDEPENDENTLY GENERALLY WERE UNSUCCESSFUL. WE SUGGEST EXHIBITORS BE INFORMED THEY SHOULD MAKE PLANS EARLY IN ADVANCE AS POSSIBLE AND ADVISE USDOC WHICH CAN ADVISE EMBASSY OF ROOM REQUIREMENTS. WE UNCLASSIFIED

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HAVE RECEIVED ASSURANCES FROM FIRST DEPUTY MINISTER

FOREIGN TRADE ANDREY LUKANOV AND FIRST DEPUTY CHAIRMAN

CHAMBER OF COMMERCE PETUR IGNATTY OJAT U.S. BUSINESSMEN WILL BE
TAKEN CARE OF, AND THAT THEY WILL BE HAPPY INTERCEDE
ON OUR BEHALF.
HERZ

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NNN

Message Attributes

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